

TO: Jim Spector
FROM: A. Goldfarb
SUBJECT: Revised Concord Test Markets

DATE: June 12, 1985

The below revision outlines our selection for the replacement of Rochester due to the potential acceptance of 25's in New York State.

Selections

Non-Menthol

- Little Rock
- Spokane

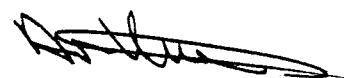
Menthol

- Birmingham replaces Rochester
- Ft. Wayne

Criteria:

The selection of Birmingham allows us to maintain one average and one above average test market. In addition, as 22% of the Birmingham population is black we will have the ability to measure differences in sales between the general population and black consumers via the scheduled retail audits.

Demographic and retail profiles have been provided for your use, as well as a Birmingham MarkeTrak. If you have any questions, please call.



AG/sl

cc: S. Alter
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CONCORD: NON-MENTHOL MARKETS

Brand Development/Demographics

	<u>Little Rock</u>	<u>Spokane</u>
% U.S. Population	.8	.5
<u>SDI's:</u>		
Marketed Low Tar	111	111
Marketed Low Tar Non-Menthol	118	124
Total Non-Menthol	108	115
80/85MM Non-Menthol	92	95
100/120MM Non-Menthol	116	104
Philip Morris	88	103
% Black	14	1
% Hispanic	1	3
Age Index:		
18-20	98	112
21-29	94	99
30-39	98	100
40-49	100	100
50-64	99	99
65+	116	95
Income Index:		
0-10	142	104
10-25	104	99
25-50	63	101
50+	56	94
Total Stores	2187	858
Volume Index:		
0-199	137	74
200-299	112	91
300-499	92	138
500-999	78	123
1000+	60	67
Plan A Penetration Index	113	111
Plan A Coverage Index	116	109
Plan B Penetration Index	107	101

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CONCORD: MENTHOL MARKETS

Brand Development/Demographics

	<u>Birmingham</u>	<u>Ft. Wayne</u>
% U.S. Population	1.1	0.6
SDI's:		
Marketed Low Tar	100	110
Marketed Low Tar Menthol	101	132
Total Menthol	107	110
80/85MM Menthol	101	109
100/120MM Menthol	113	112
Philip Morris	77	78
% Black	22	5
% Hispanic	1	1
Age Index:		
18-20	100	98
21-29	95	94
30-39	99	99
40-49	105	101
50-64	101	99
65+	99	95
Income Index:		
0-10	112	76
10-25	108	109
25-50	75	104
50+	77	97
Total Stores	3170	1227
Volume Index:		
0-199	151	87
200-299	133	86
300-499	91	92
500-999	49	129
1000+	56	107
Plan A Penetration Index	63	109
Plan A Coverage Index	77	118
Plan B Penetration Index	116	99

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